

COLUMBIA

PRESS BOOK

CAST

Commander Bill Talbot... Glenn Ford
 Karin Hansen Viveca Lindfors
 Admiral Scott Henry O'Neill
 Dr. Gates Carl Benton Reid
 "Fuss" Payne Joe Sawyer
 Lars Hansen John Qualen
 Admiral Bradley Anthony Ross
 Vice-Admiral Williams
 Harry Shannon
 Chuck Davis Ross Ford
 Mac Zachary A. Charles
 Andy Mason Jerry Paris
 Pete McEvoy Kenneth Tobey
 General Benton Paul Harvey
 Captain Whitaker... Grandon Rhodes
 Lieutenant Jackson James Seay
 Myers Bill Donnelly
 Hank Weber Richard Quine
 Chief Of Naval Operations
 Charles Evans

CREDITS

Screen play by Richard English and James Gunn; Story by Harvey S. Haislip and N. Richard Nash; Directed by Henry Levin; Assistant Director, Paul Donnelly; Director of Photography, William Snyder, A.S.C.; Art Director, George Brooks; Film Editor, Viola Lawrence; Set Decorator, Louis Diage; Sound Engineer, George Cooper; Miss Lindfors' Gowns by Jean Louis; Technical Advisor, Rear Admiral Thomas M. Dykers, U.S.N. (RET.); Musical Director, Morris Stoloff; Musical Score by George Duning. Produced by Jerry Bresler. A Columbia Picture.

STORY

(Not for Publication)

Submarine commander Bill Talbot (Glenn Ford) is assigned to Point Mugu, California, for special training with guided missiles. Reporting to Admiral Scott (Henry O'Neill), he meets and falls in love with the Admiral's secretary, Karin Hansen (Viveca Lindfors). Impatient to have their sub equipped with flying missiles in time for the next war games, Talbot and his crew raid a Navy warehouse and an Army ordnance depot. The sub finally is ready, but a flying missile explodes prematurely, killing crew member Fuss (Joe Sawyer), and demoralizes Talbot. A Navy doctor (Carl Benton Reid) tries in vain to cure him. At last, Karin shames Talbot back to his sub. Talbot wins the war games for the submarine fleet with "The Flying Missile."

(Running Time: 92 Minutes)

609-Line Ad Mat No. 305 (3 Cols. x 203 Lines). This ad also available as 268-Line Ad Mat No. 212 (2 Cols. x 134 Lines).

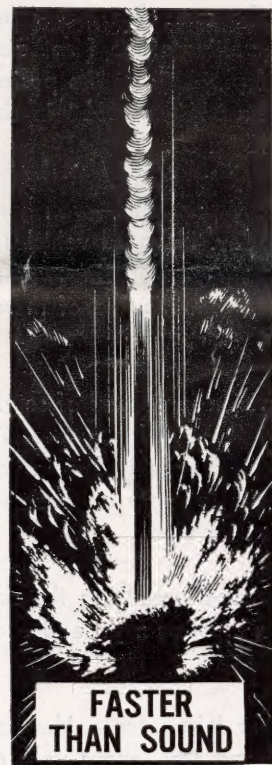
SMAASH

HIT!



The FLYING

MISSILE



...THE BOMB THAT STALKS ITS PREY!



For your protection, the Department of Defense has approved no films of this astounding weapon for public viewing — until now!

starring

GLENN FORD · VIVECA LINDFORS

with HENRY O'NEILL · CARL BENTON REID · JOE SAWYER

Screen Play by Richard English and James Gunn

Produced by JERRY BRESLER · Directed by HENRY LEVIN

A COLUMBIA PICTURE

Meet the men who man it — The most dangerous men on earth today!



PB# 14/7



Navy Hails 'Flying Missile' As 'A Job Well Done!'

After seeing "The Flying Missile," Rear Admiral R. F. Hickey, Chief of Information, U.S. Navy, wrote Columbia Pictures:

"In your picture you have managed to capture the tradition of devotion to duty which has ever been characteristic of Navy personnel from Admirals on down. The characters of your story live briefly on the screen to bring the American public an episode that illustrates an important facet of our Navy's alertness; its quest during periods of peace for new tactics, techniques and instruments with which to guard our sacred shores in time of peril from an aggressor. Accept my congratulations on a job well done. 'The Flying Missile' is excellent entertainment, and is an authentic portrayal of our Navy."

← GO NAVY! Navy recruiting stations have large quantities of full color 1-sheet A-board posters and window cards (see rough at left) for local planting with theatre snipes. →

Join the Navy—in Showmanship!

★ Illustrated above is the rough of a recruiting poster prepared by the Navy Department for use on Navy A-boards throughout the country. The Navy has also prepared a window card along the same lines. Get permission from your local Navy recruiting officer (see below) to snipe your theatre name and playdate on the posters. Snipes for the poster should be 3¼" x 16½" in size; snipes for the window card, 1½" x 8".

★ Arrange a parade of Navy personnel—with band!—to your theatre on opening day. Have all vehicles in the parade display the recruiting poster or window card. If you can get other services to join the line of march, so much the better.

★ Arrange radio and television interviews of service notables over local outlets in advance of playdate. The topic to be discussed in all interviews should be, of course, "The Flying Missile," with credits for your engagement. The Navy TV "spot" might also be used.

★ Have anti-aircraft searchlights scanning the skies from in front of your theatre on opening night and every evening of your engagement.

★ Set aside a part of your lobby for a Navy recruiting booth, in advance of and throughout your engagement of "The Flying Missile."

★ Arrange to have a Navy guard of honor in front of your theatre on opening night.

IMPORTANT! With the aid of your local Navy recruiting officer (see below), arrange a special screening of "The Flying Missile" for all local Navy officials. Hold the screening far in advance of your playdate, so that there will be plenty of time to work out a comprehensive campaign.

★ Have your print of "The Flying Missile" flown in to a local airport. Plant photos in local newspapers of its reception by the highest-ranking local Navy officer.

★ Plant photos of a high-ranking Navy officer presenting the print of "The Flying Missile" to the Mayor of your town.

★ Have the merchants of your town salute "The Flying Missile" in cooperative advertisements. Get the help of your newspaper's advertising solicitor in arranging a full page or double-truck of such ads. Such ads could be arranged in connection with a bond-selling drive.

★ Contact the local official in charge of the sale of U. S. Savings Bonds, and ask him to launch a bond-selling drive at your theatre before and during your engagement of "The Flying Missile."

★ Your opening night of "The Flying Missile" should be one of the biggest in your town. Invite the mayor and other leading civilians to join the service notables.

★ Invite local heroes of all services to attend your opening night.

★ Publicize your playdate through the local Navy League, veterans' organizations and similar groups in your town.

★ Arrange to have "The Flying Missile" or other new weapons displayed in your lobby in advance of playdate.

★ If possible, have local services put on an airshow over your town on opening day. Be sure that newspapers know that your engagement of "The Flying Missile" inspired the spectacle.

★ Invite the commandants of local Navy installations and the chief officers of other services to be your guests of honor opening night.

★ Get word of your showing among local Boy Scouts, Girl Scouts, Sea Scouts, Civil Defense Committees and similar groups of your town.

★ Set displays in every plant in your town working on the armaments program. Try for cooperative advertisements in which defense plants salute "The Flying Missile."

NAVY RECRUITING

U. S. Navy recruiting offices are located in approximately 440 cities throughout the United States. All recruiting stations have received the directive shown at right. Get in touch with the officer in charge of the station nearest you, and work out a promotion campaign that best serves the interests of the Navy as well as your engagement of "The Flying Missile." Special television trailers which use scenes from "The Flying Missile" and radio spots which mention the picture have been made available to all recruiting stations by the U. S. Navy. You may be able to assist the recruiting officer in placing the trailers and announcements on local air outlets immediately in advance of your showing.

OFFICE OF INFORMATION
Department of the Navy
Washington

01-200 (RJB)/ce
Serial 4569
24 November 1950

From: Chief of Information
To: All Continental Naval Districts
Chief, Naval Air Training Command
Subj: Motion Picture "Flying Missile"

1. The subject motion picture has been produced by Columbia Pictures Corporation with the cooperation of the Navy Department. Its Naval facet is the firing of guided missiles from submarines. The picture has been completed and early release is anticipated.

2. Representatives of the Columbia Pictures Corporation and managers of local theatres are expected to contact local naval authorities to arrange for joint exploitation. Local previews will be conducted when feasible.

3. It is considered that this motion picture portrays the Navy in a realistic, favorable light. It is desired that such effort as is considered feasible and appropriate be devoted to joint exploitation of this motion picture.

4. It is suggested that the contents of this letter be disseminated within the commands, to the end that full advantage be taken of the recruiting and public information value of subject motion picture.

R. F. HICKEY

Roy A. Benson
ROY A. BENSON
By direction

CC: BuPers (Para B6)

Give Every Youngster in Town His Own 'Flying Missile!'

Use this spectacular mat reproduction of "the flying missile" to make your engagement of "The Flying Missile" one of the most exciting things that ever happened to the boys and girls of your town—and their parents, too! Put this giveaway to use in the following ways, as far in advance of your playdate as possible.

NEWSPAPER PROMOTION: Offer "the flying missile" to the most enterprising newspaper promotion manager in town as an ideal, circulation-building giveaway. Ask him to publish it daily for at least three days in advance of playdate. Youngsters are instructed to paste "the flying missile" down on light cardboard (a manila folder will do), cut it out, assemble and fly it. Newspaper can enhance the promotion by running a gliding or color-in competition (see below). Be sure to get your credits.

THEATRE GIVEAWAY: Print up several thousand "flying missiles," and give them to youngsters, both at and away from your theatre in advance of opening, or as an opening day giveaway. Ask a merchant to share costs by imprinting his message on the back. Merchant may join in the giveaway, of course.

THEATRE DISPLAYS: Cut out and assemble a quantity of these "flying missiles" for use in your theatre. Hang them from lobby ceiling in advance of playdate, and in your lobby place a 40" x 60" announcement of the opening day giveaway and of your "flying missile" contests (below). On opening day, use your "flying missiles" as marquee hangers.

EDITORS, COLUMNISTS: Give an assembled, ready-to-fly "flying missile" to every newspaper columnist and editor and to every radio commentator in town. Many will probably find them amusing and newsworthy.

CONTESTS FOR KIDS: Offer a cash prize to the youngster whose "flying missile" makes the longest, most accurate flight. Have local aviation experts judge the contest, which should be held in a park or other centrally-located, traffic-free area. Offer an appropriate trophy for the most attractive color-in job done on "the flying missile."

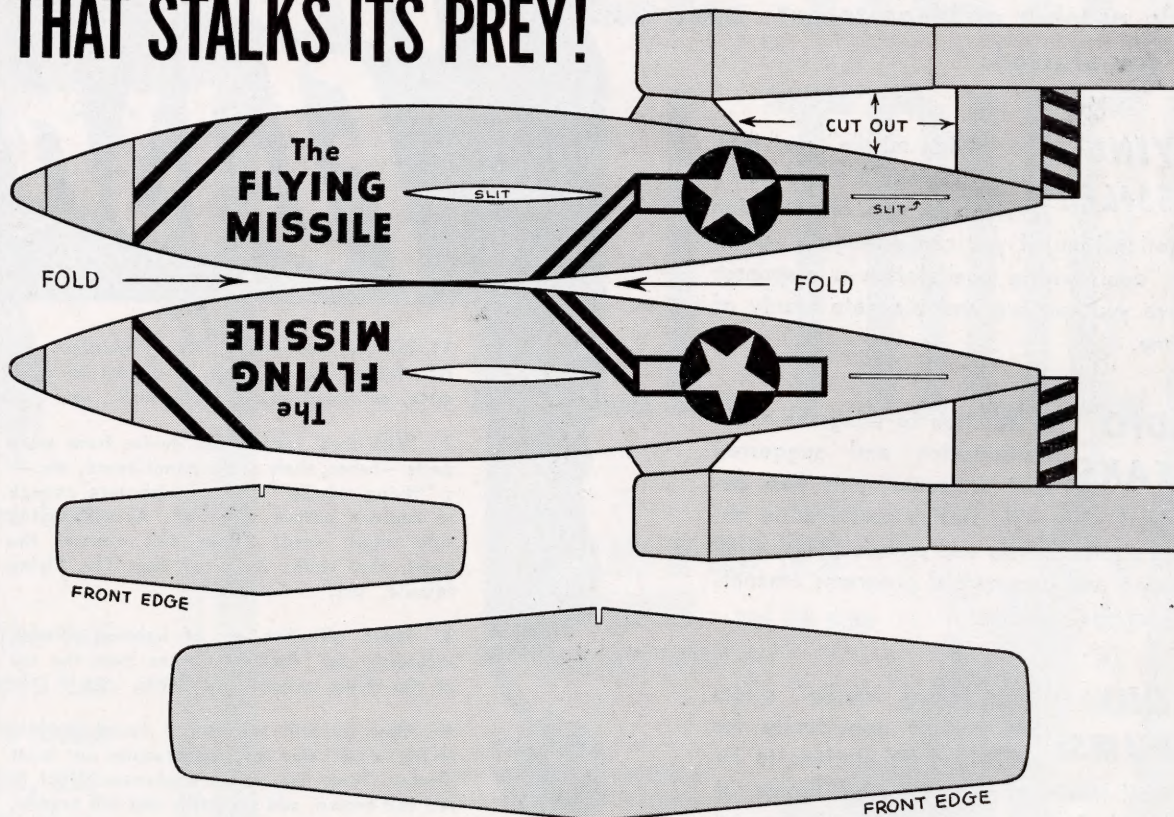
SCHOOL AID: "The Flying Missile" should be warmly received by local school authorities. Get them to distribute the "missiles" during school hours, and allow the children to assemble and fly them during recreation periods. Offer guest tickets as prizes to schools who run flying or coloring contests (see above).

STREET BALLY: Obtain permission from local police authorities to launch balloons or cardboard "flying missiles" (see above) from the roof of the highest building in your town in advance of playdate. Tied to each balloon, or clipped to the nose of each "missile," is a small card announcing your playdate. The cards could be numbered consecutively, with free admission on opening day to those whose numbers are posted in your lobby. Ask a Navy or Army official and a pretty girl to help you launch the balloons or missiles. Inform newspapers about the stunt and get them to cover it.

SKY WRITING: Hire a local sky-writing company to spell out: "The Flying Missile" (Theatre)" on opening day. As an alternative, hire a helicopter to fly around town, with a target sleeve announcing news of your showing.

UP IN THE AIR: Borrow a barrage balloon from local Army or Navy authorities, and arrange to have it floated from the roof of your theatre on opening day. Have your local signshop paint "The Flying Missile" on the balloon, in water-soluble pigment that can be washed off.

See "THE FLYING MISSILE" In Action!
YOU CAN LAUNCH THE BOMB THAT STALKS ITS PREY!



HOW TO LAUNCH "THE FLYING MISSILE"

- 1 Cut out carefully. Fold fuselage. Make two wing and tail slits at the same time to insure accuracy.
- 2 Insert wing and tail and pull back into position. No gluing should be necessary.
- 3 Add two or three paper clips to the nose for balance.
- 4 To launch, hold lightly under wings, and throw "The Flying Missile" straight, with a follow-through.

COLUMBIA PICTURES presents
THE FLYING MISSILE
starring
GLENN FORD · VIVECA LINDFORS
with
Henry O'Neill · Carl Benton Reid · Joe Sawyer
Screen Play by Richard English and James Gunn
Produced by JERRY BRESLER · Directed by HENRY LEVIN

THEATRE

PLAYDATE

IMPORTANT: For best gliding results, "the flying missile" should be printed on 110 lb. bristol stock. For greater effectiveness, print "the flying missile" on colored stock, or in colored ink on light colored stock.

Order Mat 5-A (10" wide x 13" deep) from National Screen Service.

COMIC PAGE AD ANGLE

If the comic strip pages of the newspapers in your community carry cartoons of the "Buck Rogers" and "Superman" type, then a special ad along the lines suggested here should be planted on the comics page, or as close to it as possible. Still No. Art. 5 is shown here.

There Are Flying Missiles!
SEE FOR YOURSELF
America's Most Fabulous Secret
Weapon on the Screen for the
First Time!
THE FLYING MISSILE
(Official Billing)
(Playdate) (Theatre)
Made in Cooperation with the Department
of Defense



RADIO, TV

"The Flying Missile" should be given an all-out radio campaign; television, too, if there is TV in your community. Here are a number of ideas to get you started:

'FLYING MISSILE': The "flying missile" mat illustrated on page 3 might be an invaluable radio or television promotion item, if you can arrange a worthwhile "deal" with a local station or a sponsor to give your picture and playdate plenty of air time.

RADIO BREAKS: In addition to using the radio transcription and suggested spot announcements (see below), work with radio station personnel in obtaining station breaks and picture plugs on all sustaining and commercial programs emanating from that station.

RADIO FORUMS: "The Flying Missile" offers the perfect opportunity for radio and TV stations to invite local leading personalities to discuss, at round table forums, the problems of war and peace.

MISSILE SOUND: Bring sound effects of "The Flying Missile" zooming through the air by playing this recording over your p.a. system and in conjunction with your radio and TV promotions. The price of the disc is \$2.35, including the cost of mailing. Ask for Recording No. 5165 when you send your check or money order, in advance of shipment, direct to: Pressbook Department, Columbia Pictures Corporation, 729 Seventh Avenue, New York 19, N.Y.

TELEVISION NEWSCASTS: The television trailers, described at the right on this page, can be put to excellent use on local television newscasts, in connection with discussions of our new weapons and training methods. In addition, the trailers can be well used in television round table discussions on these subjects. Be sure, in all cases, to get full credits for your engagement of "The Flying Missile."

RADIO SPOTS: Place these specially prepared announcements where they'll do the most good, immediately before and after action and adventure programs.

15 SECONDS: It's true! There are flying missiles! See them for yourself in Columbia Pictures' amazing new film, "The Flying Missile." It's America's most fabulous secret weapon. See Glenn Ford and Viveca Lindfors in "The Flying Missile," at the State Friday!

30 SECONDS: The lid's off America's most fabulous secret weapon! "The Flying Missile" is out where you can see it in Columbia Pictures' amazing new film, "The Flying Missile." See it at the State Theatre Friday! For your protection, the Department of Defense has permitted no films of "The Flying Missile"—the bomb that stalks its prey—until now! "The Flying Missile" co-stars Glenn Ford and Viveca Lindfors at the State Theatre starting Friday. Don't miss "The Flying Missile!"



1) Cut out and mount "flying missiles" and title letters from 6- and 24-sheets for marquee, overhead board, lobby walls, etc.

2) With local radio shop, devise from spare parts—tubes, dials and a panel board, etc.—a "flying missile" director elaborate enough to capture patron attention. Accompanying sign might read: "Does this control the bomb that stalks its prey? See 'The Flying Missile,' etc."

3) Make effective use of lighting effects, including red "flicker" flashes from the tail of the flying missile, spotlights, etc.

4) Blow up Still No. Art 3 (used above), to 40" x 60" size for a spectacular out front display. Paint the whole explosion effect in red and brown, add star stills and full credits.

ART STILL!

Still No. Art 3, used above, is just one of eight attention-getting art stills which can be used in making displays, theatre fronts, etc.. Order the complete set from National Screen Service.

STREET STENCIL: A local artist can contrive a stencil silhouette of "the flying missile," (see page 3). Use stencil on streets, fences, etc., if local regulations permit.

'HOT NEWS': Get news clippings dealing with guided missiles. Mount in lobby with copy: "Hot News About the Bomb That Stalks Its Prey . . . 'The Flying Missile'." Add stills.

ROMANCE, TOO!

Although the film concerns itself with a super-weapon and the super-men behind it, there is a strong element of romance. Don't overlook these angles:

MARRY A SERVICEMAN? This is a problem faced by the actress in the film, and it is a problem faced by a great number of girls today. Letters to the editor, radio forums, a letter-writing contest and other showmanship elements might be brought into play on the question: "Should a girl marry a man in the armed forces?"

FORMULA FOR WOLVES: Miss Lindfors demonstrates, in "The Flying Missile," her own formula for fending off wolves: She kisses 'em first, and then says "no!" This approach offers an almost surefire bet for a newspaper contest or a women's page column.

SECRET STUFF: Can a woman keep a secret? The question is asked, and answered, in "The Flying Missile," in which Miss Lindfors has a highly-responsible job handling "top secret" information. Love causes her to reveal a military secret, inadvertently, to Glenn Ford. Go after opinions on the question: "can a woman keep a secret?" Tie it in with your picture and playdate.

SERVICE COUPLES: Invite to your opening night a number of servicemen and their wives in appreciation of the cooperation of the Department of Defense in the filming of "The Flying Missile."

ON THE AIR!

TV TRAILERS: There's sock showmanship in this pair of television trailers, which use the most exciting sequences in the picture.

- One 1-Minute TV Trailer
- One 20-Second TV Trailer

Order Your TV Trailers From Your National Screen Service Exchange.

TRANSCRIPTION: Featuring the voice of the noted newspaper and radio military analyst,

GEORGE FIELDING ELIOT

In addition to one 10-second, one 23-second and one 50-second radio spot recorded by Mr. Eliot, this 16" transcription also includes two 10-second, two 23-second and one 50-second regular spot. All spots are open end for your local station announcer to add your theatre and playdate credits.

The Radio Transcription Is Available Through Your Columbia Pictures Exchange.

SHOW AIDS

STORY: A story-in-pictures (stills and captions) is available for newspaper reproduction. If your paper will cooperate, write Publicity Dept., Room 901, Columbia Pictures Corp., 729 7th Ave., N. Y. 19. The material will be mailed to the paper and your theatre will be mentioned.

STILLS: Available from National Screen: 1) set of 25 flat stills; 2) set of 25 uprights; 3) art set of 8 (key art from the ads and posters); 4) publicity-exploitation set (stills used in scenes and exploitation).

TRAILER: Order this show-seller from National Screen.

Because of security measures no motion picture on this subject has heretofore been permitted.

Only now and only through the full cooperation of our armed forces has Columbia Pictures been able to make this film on board submarines, surface ships and at shore installations of the Navy and the Army.

At last you can see this astounding new secret weapon...and at last you can share the tremendous excitement and drama of the men who man our Flying Missiles.

COLUMBIA PICTURES presents

The FLYING MISSILE

... THE BOMB THAT STALKS ITS PREY!

starring
GLENN FORD · VIVECA LINDFORS
 with HENRY O'NEILL · CARL BENTON REID · JOE SAWYER
 Screen Play by Richard English and James Gunn
 Produced by JERRY BRESLER · Directed by HENRY LEVIN

528-Line Ad Mat No. 304—3 Cols. x 176 Lines

ALL NEW! ALL TRUE!

FIRST FILMS OF OUR NEW
SUPER-WEAPON — and the stop-at-nothing guys behind it!

COLUMBIA PICTURES presents

The FLYING MISSILE

starring
GLENN FORD · VIVECA LINDFORS
 with HENRY O'NEILL · CARL BENTON REID · JOE SAWYER
 Screen Play by Richard English and James Gunn
 Produced by JERRY BRESLER · Directed by HENRY LEVIN

THE BOMB THAT STALKS ITS PREY!

FOR YOUR PROTECTION, THE DEPARTMENT OF DEFENSE HAS APPROVED NO FILMS OF THIS ASTOUNDING WEAPON FOR PUBLIC VIEWING — UNTIL NOW!

338-Line Ad Mat No. 209—2 Cols. x 169 Lines

... THE BOMB THAT STALKS ITS PREY

COLUMBIA PICTURES presents

FLASH! The **FLYING MISSILE**

starring
GLENN FORD · VIVECA LINDFORS
 with Henry O'Neill · Carl Benton Reid · Joe Sawyer

Screen Play by Richard English and James Gunn · Produced by JERRY BRESLER · Directed by HENRY LEVIN

32-Line Ad Mat No. 202—2 Cols. x 16 Lines

OUR MOST FABULOUS SECRET WEAPON HITS THE SCREEN FOR THE FIRST TIME!

For your protection, the Department of Defense has approved no films of this astounding weapon — until now!

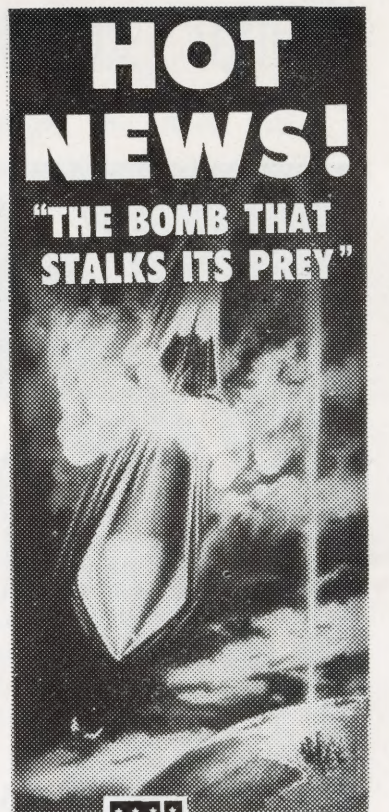
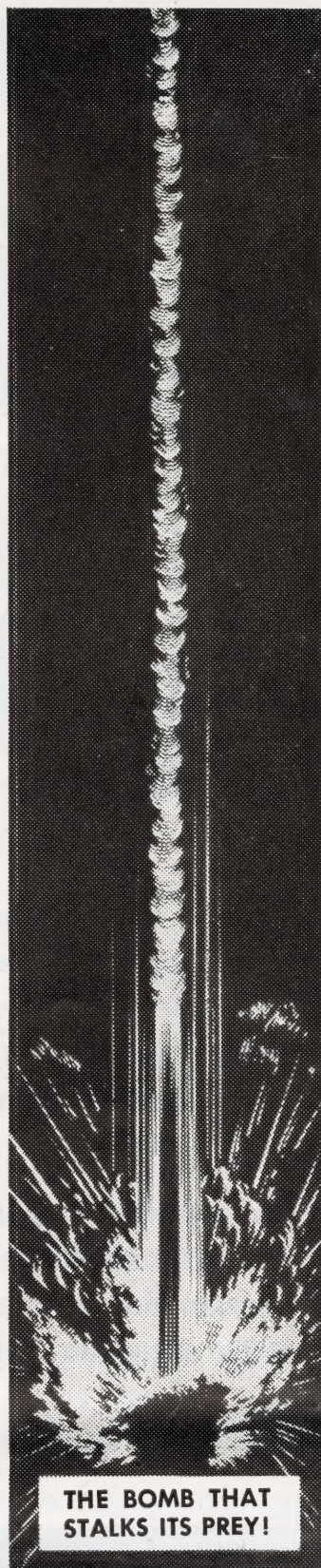
COLUMBIA PICTURES presents

The FLYING MISSILE

starring
GLENN FORD • VIVECA LINDFORS

with
Henry O'Neill • Carl Benton Reid • Joe Sawyer
Screen Play by Richard English and James Gunn
Produced by JERRY BRESLER • Directed by HENRY LEVIN

The men... hotter than the stuff they handle!



COLUMBIA PICTURES presents

The FLYING MISSILE

REVEALED ON THE SCREEN FOR THE FIRST TIME!

starring
GLENN FORD • VIVECA LINDFORS

with
Henry O'Neill • Carl Benton Reid • Joe Sawyer
Screen Play by Richard English and James Gunn
Produced by JERRY BRESLER • Directed by HENRY LEVIN

Ad Mat No. 107—137 Lines

528-Line Ad Mat No. 401—4 Cols. x 132 Lines

↑ This ad also available in 2-column size (Ad Mat No. 205-- page 7) and 3-column size (Ad Mat No. 301--page 9). ↓

Official Billing

COLUMBIA PICTURES 25%

presents

THE FLYING MISSILE 100%

starring

GLENN FORD • VIVECA LINDFORS 80%

with

Henry O'Neill • Carl Benton Reid • Joe Sawyer 25%

Screen Play by Richard English and James Gunn 10%

Produced by JERRY BRESLER • Directed by HENRY LEVIN 15%

Important

Be sure to see 609-Line Ad Mat No. 305 (3 Cols. x 203 Lines) on the front cover of this pressbook. 2-column size of this ad appears on page 8.

IT'S TRUE!
THERE IS A
FLYING MISSILE!

SEE FOR YOURSELF
THURSDAY AT **LOEW'S**

98-Line Ad Mat No. 210—2 Cols. x 49 Lines

For your protection, the
Department of Defense
has approved no films
of this astounding
weapon for public
viewing . . .
until now!

**IT'S
TRUE!**

See it for yourself!

**The
FLYING
MISSILE**

The Bomb that stalks its prey!



GLENN *starring* VIVECA
FORD · LINDFORS

with HENRY O'NEILL · CARL BENTON REID · JOE SAWYER · Screen Play by Richard English and James Gunn
Produced by JERRY BRESLER · Directed by HENRY LEVIN

A COLUMBIA
PICTURE



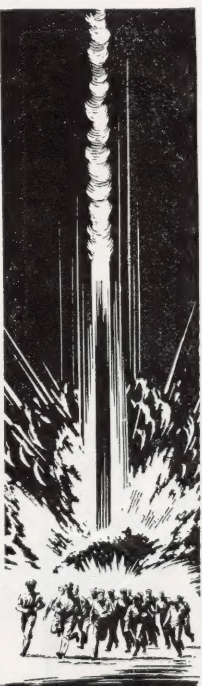
400-Line Ad Mat No. 303—3 Cols. x 133 Lines

↑ This ad also available as 176-Line Ad
Mat No. 206 (2 Cols. x 88 Lines). ↓

**TWO
EASER
ADS**

★ ★ ★ ★ ★ ★ ★ ★
★
★ **EVER SEEN**
★ **A**
★ **FLYING**
★ **MISSILE?**
★
★
★

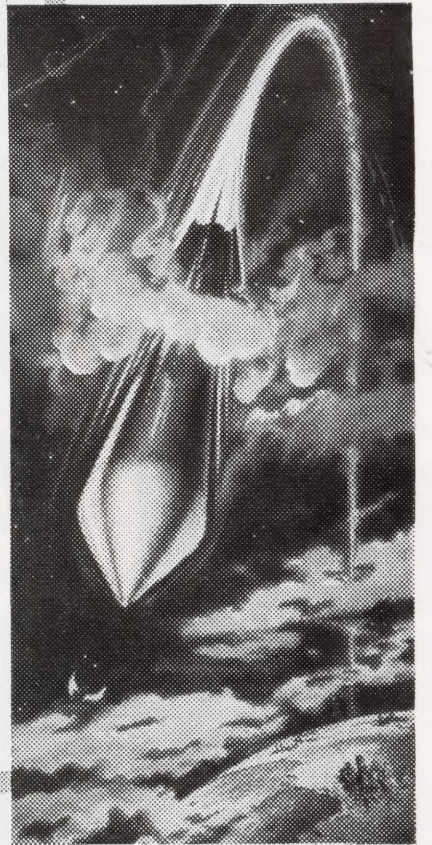
You will
THURSDAY at LOEW'S



100-Line Ad Mat No. 211—2 Cols. x 50 Lines

**HOT
NEWS!**

"THE BOMB THAT
STALKS ITS PREY"
REVEALED ON THE
SCREEN FOR THE
FIRST TIME!!



COLUMBIA
PICTURES
presents

**The
FLYING MISSILE**

starring

GLENN FORD · VIVECA LINDFORS

with HENRY O'NEILL · CARL BENTON REID · JOE SAWYER

Screen Play by Richard English and James Gunn

Produced by JERRY BRESLER · Directed by HENRY LEVIN



... the men ...
hotter than
the stuff
they handle!



For your
protection, the
Department
of Defense
has approved
no films
of this
astounding
weapon for
public
viewing —
until now!

230-Line Ad Mat No. 208—2 Cols. x 115 Lines

**OUR MOST FABULOUS SECRET WEAPON
HITS THE SCREEN
FOR THE FIRST TIME!**

For your protection, the Department
of Defense has approved no films of
this astounding weapon — until now!



This ad also available in 3-
column size (Ad Mat No.
301--page 9) and 4-column
size (Ad Mat No. 401--
page 6).

The men...
hotter than
the stuff
they handle!

THE BOMB THAT
STALKS ITS PREY!

140-Line Ad Mat No. 205—2 Cols. x 70 Lines

FLASH!

The lid's off our most fabulous secret weapon! The bomb that stalks its prey is out where **YOU CAN SEE IT!**

COLUMBIA PICTURES presents

The FLYING MISSILE

starring

GLENN FORD · VIVECA LINDFORS

with Henry O'Neill · Carl Benton Reid · Joe Sawyer

Screen Play by Richard English and James Gunn

Produced by JERRY BRESLER · Directed by HENRY LEVIN

For your protection, the Department of Defense has approved no films of this astounding weapon for public viewing—until now!

Meet the super-men behind America's new super bomb!

Meet the men who man it—The most dangerous men on earth today!

Meet the super-men behind America's new super bomb!

Meet the men who man it—The most dangerous men on earth today!

375-Line Ad Mat No. 302—3 Cols. x 125 Lines

SMASH HIT!

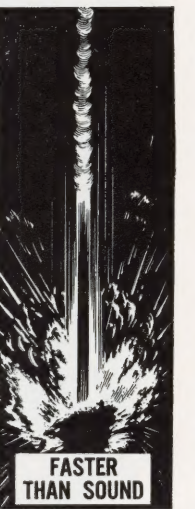
HOTTER THAN FIRE!

The FLYING MISSILE

...THE BOMB THAT STALKS ITS PREY!



For your protection, the Department of Defense has approved no films of this astounding weapon for public viewing—until now!



starring

GLENN FORD · VIVECA LINDFORS

with HENRY O'NEILL · CARL BENTON REID · JOE SAWYER

Screen Play by Richard English and James Gunn

Produced by JERRY BRESLER · Directed by HENRY LEVIN

A COLUMBIA PICTURE

Meet the men who man it—The most dangerous men on earth today!

268-Line Ad Mat No. 212—2 Cols. x 134 Lines

↑ This ad also available in 3-column size (front cover). ↑

HELD OVER 2nd Big Week!

THEATRE

FIRST TIME ON THE SCREEN!
Our Super-Bombs and our Super-men

COLUMBIA PICTURES presents

The FLYING MISSILE

starring

GLENN FORD · VIVECA LINDFORS

with Henry O'Neill · Carl Benton Reid · Joe Sawyer

Screen Play by Richard English and James Gunn

Produced by JERRY BRESLER · Directed by HENRY LEVIN

102-Line Ad Mat No. 204—2 Cols. x 51 Lines

The FLYING MISSILE starring **GLENN FORD · VIVECA LINDFORS**
A COLUMBIA PICTURE

with HENRY O'NEILL · CARL BENTON REID · JOE SAWYER · Screen Play by Richard English and James Gunn
Produced by Jerry Bresler · Directed by Henry Levin

18-Line Ad Mat No. 201—2 Cols. x 9 Lines

8 Art Stills

A set of 8 stills (reproductions of key art from the ads and posters) is available for use in your campaign. Order from National Screen Service.

THEATRE

LAST 2 DAYS

SMASH HIT!

STARTS THURS.

The FLYING MISSILE

...THE BOMB THAT STALKS ITS PREY!

starring
GLENN FORD · VIVECA LINDFORS

with Henry O'Neill
Carl Benton Reid
Joe Sawyer

A COLUMBIA PICTURE

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Produced by JERRY BRESLER - Directed by HENRY LEVIN

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starring
GLENN FORD · VIVECA LINDFORS

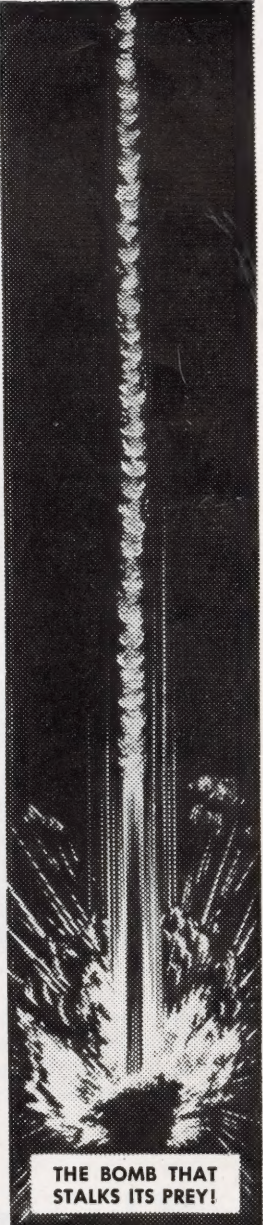
with Henry O'Neill · Carl Benton Reid · Joe Sawyer
Screen Play by Richard English and James Gunn
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OUR MOST FABULOUS SECRET WEAPON HITS THE SCREEN FOR THE FIRST TIME!

For your protection, the Department of Defense has approved no films of this astounding weapon — until now!

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The FLYING MISSILE
starring
GLENN FORD · VIVECA LINDFORS
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Screen Play by Richard English and James Gunn
Produced by JERRY BRESLER - Directed by HENRY LEVIN

The men... hotter than the stuff they handle!



THE BOMB THAT STALKS ITS PREY!

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Screen Play by Richard English and James Gunn
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For your protection, the Department of Defense approved no films of this astounding weapon — until now!

The FLYING MISSILE
THE BOMB THAT STALKS ITS PREY!
starring
GLENN FORD · VIVECA LINDFORS
A COLUMBIA PICTURE

with HENRY O'NEILL · CARL BENTON REID · JOE SAWYER · Screen Play by Richard English and James Gunn · Produced by Jerry Bresler Directed by Henry Levin

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The FLYING MISSILE
starring
GLENN FORD · VIVECA LINDFORS
A COLUMBIA PICTURE

with HENRY O'NEILL · CARL BENTON REID · JOE SAWYER · Screen Play by Richard English and James Gunn · Produced by Jerry Bresler Directed by Henry Levin

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COLUMBIA PICTURES presents
The FLYING MISSILE
NOW THEATRE
FIRST TIME ON THE SCREEN
THE BOMB THAT STALKS ITS PREY!
starring
GLENN FORD · VIVECA LINDFORS
with Henry O'Neill · Carl Benton Reid · Joe Sawyer
Screen Play by Richard English and James Gunn
Produced by JERRY BRESLER - Directed by HENRY LEVIN

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This ad also available in 2-column size (Ad Mat No. 205--page 7) and 4-column size (Ad Mat No. 401--page 6).

STARTS TODAY THEATRE

IT'S TRUE!
See it for yourself!
The FLYING MISSILE
The Bomb that stalks its prey!

starring
GLENN FORD · VIVECA LINDFORS
with Henry O'NEILL · Carl BENTON REID · Joe SAWYER
Screen Play by Richard English and James Gunn
Produced by JERRY BRESLER - Directed by HENRY LEVIN
A COLUMBIA PICTURE

200-Line Ad Mat No. 207—2 Cols. x 100 Lines

The FLYING MISSILE
starring
GLENN FORD · VIVECA LINDFORS
A COLUMBIA PICTURE

with HENRY O'NEILL · CARL BENTON REID · JOE SAWYER · Screen Play by Richard English and James Gunn · Produced by Jerry Bresler Directed by Henry Levin

Ad Mat No. 101—9 Lines

Action Scenes of New Secret Weapon Make 'Flying Missile' Smash Hit



Flying Missile Mat 2-C; Still No. 92

ONE OF THE MOST DANGEROUS MEN on earth today, Glenn Ford portrays a Navy officer working on "The Flying Missile," in that Columbia drama at the Theatre. Viveca Lindfors is co-starred in the film, which was made with the cooperation of the U.S. Department of Defense.

'Flying Missile' Bares Bomb That Hunts Prey

America's most secret weapon hits the screen for the first time in "The Flying Missile," new Columbia production starring Glenn Ford and Viveca Lindfors, which opens at the Theatre.

Because of security measures, no motion picture on this subject has heretofore been permitted. Now, through the full cooperation of our armed forces, Columbia Pictures was able to film "The Flying Missile" on board submarines and surface ships, and at shore installations of both the Navy and Army.

"The Flying Missile" is the story of the astonishing super-weapon which, literally, stalks its own prey and of the supermen behind it. It took a new kind of science to perfect the "The Flying Missile," and a new breed of man to launch it.

Glenn Ford has the role of one of these men, a submarine commander whose craft has been selected for experiments with guided missiles. Aided by Viveca Lindfors, who portrays an Admiral's secretary, Ford and his men carry out the experiments at the constant risk of life and limb.

Nine famed Navy submarine officers, whose war records read like feats of fiction, play themselves in a scene with Ford. Included in the group are Commander Richard H. O'Kane, hold-

Short His Shorts

Anyone who finds a pair of shorts floating around in the ocean somewhere near San Diego, please return same to Glenn Ford, Hollywood, California. The star lost them while swimming off the side of a submarine during the filming of "The Flying Missile," in which he is co-starred with Viveca Lindfors at the Theatre. Ford joined the sub's crew in a half-hour's swim before lunch. Since he hadn't come prepared with bathing trunks, he dove in clad in his shorts. A strong current did a neat job of removing them.

(Review)

The bomb that stalks its prey scores a smash hit in Columbia Pictures' highly absorbing and entertaining new drama, "The Flying Missile," starring Glenn Ford and Viveca Lindfors at the Theatre.

For your protection, the Department of Defense until now has approved no films of this astounding weapon for public viewing. Now that secrecy has been removed, "The Flying Missile" is revealed as a fabulous new super-weapon and Columbia's story of "The Flying Missile" is equally thrilling, equally fabulous, equally important.

"The Flying Missile" needed a new breed of man to invent it, experiment with it, and launch it. Glenn Ford portrays one of these men, a submarine commander who gets the idea that if subs were equipped with deck launching platforms to loose the Navy's new guided missiles, the combination would be unbeatable.

He receives permission to take his ship to the Missile Test Center at Point Mugu, California, for special training with guided weapons. Here, he meets and falls in love with beautiful Viveca Lindfors, an Admiral's secretary. She falls for him, too, and there isn't a cloud on the horizon.

But the guided missile work isn't going fast enough to suit Ford. He and his crew take matters into their own hands to complete the submarine's launching-platform in time for the impending war games. From this point on, sequence after sequence adds to the suspense of "The Flying Missile" until the weapon finally is launched from the deck of Ford's vessel.

Besides the excellent performances of its stars, "The Flying

'Flying Missile'

"The Flying Missile," Columbia Pictures' spectacular new production starring Glenn Ford and Viveca Lindfors, opens at the Theatre. Henry O'Neill, Carl Benton Reid and Joe Sawyer head the supporting cast of the new film, which was produced by Jerry Bresler and directed by Henry Levin. Screen play was by Richard English and James Gunn. "The Flying Missile" was filmed in cooperation with the Department of Defense.



Flying Missile Mat 2-B; Still No. 50

SUPER-WEAPON AND SUPERMEN. "The Flying Missile," the bomb that stalks its prey, backgrounds this scene from the new Columbia picture at the Theatre. Glenn Ford, right, stars with Viveca Lindfors in the film, with Henry O'Neill (left) among the featured players.

Missile" boasts a great supporting cast, headed by Henry O'Neill, as an Admiral; Carl Benton Reid, as a Navy doctor; and Joe Sawyer, as Ford's shipmate.

"The Flying Missile" was produced by Jerry Bresler and directed by Henry Levin. The screen play was written by Richard English and James Gunn. They, as well as the U. S. Armed Forces, should be thanked for bringing us a noteworthy, completely enjoyable motion picture.

Navy Heroes Seen In 'Flying Missile'

Nine famed Navy submarine officers, whose war records read like feats of fiction, play themselves in a scene with Glenn Ford in Columbia Pictures' "The Flying Missile," now at the Theatre with Viveca Lindfors co-starred.

The submarine heroes are Captain Thomas L. Wogan, Commander Joseph F. Enright, Captain Lowell T. Stone, Commander Richard H. O'Kane, Commander Everett H. Steinmetz, Commander Cyrus C. Cole, Commander Norval G. Ward, Captain Eugene T. Sands and Rear Admiral Thomas Dykers.

Between them their subs accounted for 96 sunken enemy ships totaling 474,866 tons. Commander O'Kane received the Congressional Medal of Honor; Commander Enright sank the largest ship during the entire war, a Japanese aircraft carrier of 49,000 tons. All are among the most heavily decorated men in Navy annals.

Usually men with phenomenal control of their nerves and reflexes, they required several rehearsals by director Henry Levin before they stopped acting as if the camera were a destroyer about to loose a depth charge.

The supporting cast of "The Flying Missile" is headed by Henry O'Neill, Carl Benton Reid and Joe Sawyer. Jerry Bresler produced.

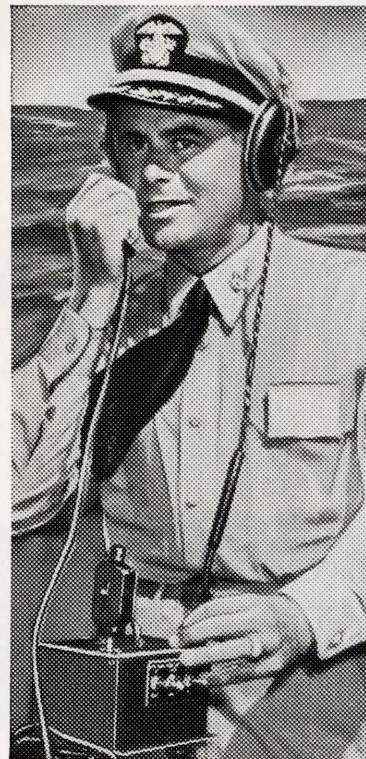
U.S. Secrecy Ends On 'Flying Missile'

Point Mugu, the Navy's 4200-acre guided missile training center in California, was used for many scenes in Columbia Pictures' "The Flying Missile," which stars Glenn Ford and Viveca Lindfors, at the Theatre.

Built at a cost of thirty million dollars, the installation has always operated under a heavy cloak of secrecy. This marks the first time that the gates have swung open to allow a motion picture company to film a picture on the premises. The Department also permitted Columbia to film scenes of "The Flying Missile" aboard surface ships and submarines, and in an Army installation.

Show Super-Weapon

Did you ever see a flying missile? There are plenty of them in the Columbia picture, "The Flying Missile," starring Glenn Ford and Viveca Lindfors at the Theatre. The new film brings to the screen for the first time the astounding new weapon that stalks its prey. The Department of Defense cooperated, permitted production of the film to take place at Navy and Army installations, aboard surface ships and submarines.



Mat 1-C; Still No. 53

IN ACTION! Glenn Ford is shown above while learning to control the bomb that stalks its prey in Columbia's "The Flying Missile," co-starring Viveca Lindfors at the Theatre.

U.S. Aided Filming Of 'Flying Missile'

There's hot news for moviegoers in "The Flying Missile," Columbia picture starring Glenn Ford and Viveca Lindfors, which opens at the Theatre. The bomb that stalks its prey is revealed on the screen for the first time in the new film, which was produced not only with official permission but also with the active cooperation of the U.S. Department of Defense.

Point Mugu, the Navy's 4200-acre guided missile training center in California, was utilized for many scenes in "The Flying Missile." Built at a cost of thirty million dollars, the installation has heretofore operated under a heavy cloak of secrecy. Army installation, planes, ships and submarines were also used during production of the film.

Henry O'Neill, Carl Benton Reid and Joe Sawyer head the supporting cast of "The Flying Missile," which was directed by Henry Levin for producer Jerry Bresler. The screen play was written by Richard English and James Gunn.



Mat 1-D; Still No. 71

THE LID'S OFF America's most fabulous secret weapon, "The Flying Missile," in Columbia Pictures' new drama at the Theatre. Glenn Ford and Viveca Lindfors are starred.



Flying Missile Mat 2-A; Still No. P-36

THE BOMB THAT STALKS ITS PREY keeps Glenn Ford pretty busy in Columbia Pictures' "The Flying Missile," which also stars Viveca Lindfors at the Theatre. The film was made with the cooperation of the U. S. Department of Defense.

Ex-Marine Glenn Ford Goes Navy in 'Missile'

A uniform always attracts the girls.

Such is the firm opinion of Glenn Ford, who again wears a uniform in his co-starring role with Viveca Lindfors in Columbia's "The Flying Missile," currently at the Theatre. Ford plays a U. S. Navy submarine commander being trained in flying missile warfare. He expects his fan mail to go up, in his own

'Missile' Nets Ford New Service Stripe

With his role in "The Flying Missile," Glenn Ford has completed his basic training—on the screen, at least—in every branch of warfare. Filmed with the cooperation of the Department of Defense, the Columbia picture at the Theatre stars Ford as a submarine commander. Viveca Lindfors is co-starred.

In "Destroyer," the star played the role of a Navy seaman; in "Flight Lieutenant," he was an Air Force flyer; in both "The Loves of Carmen" and "The Man From Colorado," he wore Army uniforms, and, in real life, he served as a Marine Sergeant during World War II.

Ford's newest role is his most authentic. As a submariner who pioneers in getting under-the-water vessels equipped with "The Flying Missile," the star spent days in the confines of a sub before any scenes were photographed. In addition, Ford learned all about flying missile warfare at the Navy's training center at Point Mugu, California.

Featured in the cast of the film are Henry O'Neill, Carl Benton Reid and Joe Sawyer. Henry Levin directed the screen play by Richard English and James Gunn. Jerry Bresler produced.

Meets the Wife!

When your wife is a movie star, you're likely to find her picture most any place. During the filming of Columbia's "The Flying Missile," co-starring Glenn Ford and Viveca Lindfors, at the Theatre, Ford walked into the base barber shop at Point Mugu, Calif. The first thing he saw was a huge photo of his wife, Eleanor Powell. The sailor-barber told the actor Miss Powell was his outfit's favorite pin-up girl.

words, "like a pair of surprised eyebrows," as a result of that Navy uniform.

Says Ford, "There's something about a uniform that's similar to a proposal—it causes feminine hearts to beat faster. I noticed an increase in my mail as far back as one of my first uniform pictures, 'Destroyer.' All the letters asked for an autographed picture of me in 'that nice uniform.'

"Girls go for uniforms off the screen as well as on. A uniform will attract more girls than a department store sale. I should know. I met my wife, Eleanor Powell, during my wartime hitch in the Marine Corps. When I returned to camp she not only had an autographed picture of me in 'that nice uniform'—she also had my autograph on a marriage license."

In "The Flying Missile," Ford wears the uniform of a Navy submarine commander. It helps him woo and win beautiful Viveca Lindfors, who has the only feminine role in the film, which was made with the cooperation of the Department of Defense.

Henry O'Neill, Carl Benton Reid and Joe Sawyer head the supporting cast of "The Flying Missile." Henry Levin directed for producer Jerry Bresler. Richard English and James Gunn wrote the screen play.



Mat 1-A; Still No. 87

GLENN FORD stars with Viveca Lindfors in Columbia Pictures' "The Flying Missile," at the Theatre. The film was made with U. S. Department of Defense cooperation.

'Flying Missile' First Film Of Super-Weapon in Action

The "top secret" label has at last been ripped from the flying missile, most revolutionary weapon in recent history, which inspired "The Flying Missile," the new Columbia picture starring Glenn Ford and Viveca Lindfors and now playing at the Theatre.

For security reasons, the Department of Defense kept under wraps the experiments on the flying missile. Finally, Columbia Pictures was authorized to film everything about the super-weapon that would not aid and comfort a potential enemy, for a motion picture whose primary purpose was entertainment.

Authoritative sources feel that "the flying missile" may, in time, make the big bomber obsolete. The bomb is guided unerringly by radar echoes. If a missile is fired in the wrong direction, it can be made to change its course while in flight so as to hit its target. This spectacular value of the weapon is thrillingly demonstrated in "The Flying Missile," during scenes of "war games" staged by the U. S. Navy. Ford, as a submarine commander, guides a flying missile towards another, distant submarine which in turn "aims" it at an aircraft carrier, and "sinks" the ship.

It is known that the Joint Chiefs of Staff were so impressed by the astounding weapon that they earmarked millions of dollars for experimentation and production. The Navy is carrying out a project of converting cruisers and smaller vessels, including submarines, into guided-missile carriers. Army experimentation also is being carried on in unified fashion.

The only flying missile which can be fully described is called the Lark. Designed by the Navy

Navy Photographs 'Missile' in Flight

The U. S. Navy added its technical skill to that of Hollywood's ace cameramen to photograph the launching of a giant rocket for an important sequence in Columbia Pictures' "The Flying Missile," starring Glenn Ford and Viveca Lindfors at the Theatre.

Nine cameras followed the launching, the first time that such a missile has ever been photographed for showing to the general public and marking an end to the Department of Defense's "top secret" rating for this type of experimentation. In the air, "The Flying Missile" was filmed by Chief Petty Officer Paul Potts, Navy aviation photographer, from a plane streaking more than 400 miles per hour.

The supporting cast of "The Flying Missile" is headed by Henry O'Neill, Carl Benton Reid and Joe Sawyer. Richard English and James Gunn wrote the screen play, which was directed by Henry Levin for producer Jerry Bresler. The production was filmed with the cooperation of the Department of Defense.

'Missile' Miss

Viveca Lindfors is the only woman in the cast of "The Flying Missile," Columbia picture which stars her with Glenn Ford, at the Theatre. "That," Viveca laughs, "is a situation any woman likes, on the screen or off." Richard English and James Gunn wrote the screen play for the new film, which was produced by Jerry Bresler and directed by Henry Levin.

to counter Japanese kamikaze threat during World War II, the Lark has two liquid rocket engines, uses acid and aniline fuel, and can operate outside the oxygen layer.

When the Lark nears a target, a second independent electronic system picks it up and guides it. A proximity fuse sets off the bomb, which weighs 1,200 pounds, is 15 feet long, and has two pairs of right angle wings.

A special weapon like the flying missile calls for special men to

experiment with it. Glenn Ford enacts one of these men in the new Columbia film, tracing some of the danger, excitement and romance in this top-secret work. Viveca Lindfors co-stars with Ford in "The Flying Missile," and the supporting cast is headed by Henry O'Neill, Carl Benton Reid and Joe Sawyer.

"The Flying Missile" was produced by Jerry Bresler and directed by Henry Levin. Richard English and James Gunn wrote the screen play.

'Flying Missile' Star Eyes Sweater-Lookers

Sweater girls have been classified, analyzed and—figuratively, of course—dissected. And now it's about time people started to study the men who study sweater girls, says Viveca Lindfors, lovely Swedish-born beauty who is co-starred with Glenn Ford in Columbia Pictures' "The Flying Missile," at the Theatre.

All men who ogle shapely sweater-wearers resemble, gener-

ally, spectators at a tennis match, according to the star. "A girl with the right carriage and right sweater can attract more attention than a two-headed octopus emerging from a manhole in a downtown street."

Miss Lindfors had ample opportunity to examine 'sweater-lookers' during the production of "The Flying Missile," which was made with the cooperation of the Department of Defense. As the only woman in the cast, Viveca was eyed by thousands of men in military and naval installations where the film's spectacular sequences of guided-missile experimentation were made. Miss Lindfors eyed them back, and came to some interesting conclusions.

"There are all kinds of 'sweater-lookers.' There are the violent head turners, the smirkers, the double-take twisters, the elbow-jabber, who is with a friend; the wolf-whistler, the eye-opener, the appreciative head-shaker, the let's-get-acquainted smiler, and—last but not least—the blase type who walks three steps by in the opposite direction, turns slowly, and watches the girl until she is practically out of sight."

Hey, fella, what kind of a "sweater-looker" are you?

"The Flying Missile" reveals, for the first time on the screen, news about the astounding weapon which probably is as exciting as any sweater girl—in a different way, of course. Henry O'Neill, Carl Benton Reid and Joe Sawyer head the supporting cast of the new film. "The Flying Missile" was produced by Jerry Bresler and directed by Henry Levin. Richard English and James Gunn wrote the screen play.

Navy Finds Name For 'Flying Missile'

What would you name a flying missile?

Remember, "The Flying Missile," which is seen on the screen for the first time in the new Columbia picture starring Glenn Ford and Viveca Lindfors at the

Theatre, is a pretty complicated gadget. It is run by electronic equipment so sensitive that the superweapon seeks out and hits its own target. It boasts of liquid rocket engines which use acid and aniline fuel, two separate electronic systems, proximity fuses and other items which, to the layman, are wheels within wheels.

Far from being overawed by the fabulous weapons, men of the Armed Services wasted no time in bringing them down to earth. Those photographed in "The Flying Missile" were nicknamed: "Quail," "Katydid," "Skeet," "Firefly" and "Dead Load."

Says Aspiring Actor Needs No Advice

No advice at all is the best advice an old trouper can give to youngsters starting in show business, claims 59-year-old Henry O'Neill, who heads the supporting cast of Columbia Pictures' "The Flying Missile," which stars Glenn Ford and Viveca Lindfors, at the Theatre.

O'Neill started his career on the stage, thirty-five years ago. He has since that time appeared in 200 plays and in 150 films. He still doesn't feel qualified to guide newcomers.

"Giving advice to people starting in show business is like giving advice to people starting in love. Sooner or later they do it their own way, anyhow. And whatever way that is, if they have the talent, they'll succeed."

Navy Knows Best

Navy technicians taught stars Glenn Ford and Viveca Lindfors a new sunburn remedy while filming "The Flying Missile," new Columbia picture at the Theatre—little sour cream mixed with baby oil and a few drops of iodine, applied liberally.



Mat 1-B; Still No. 91

VIVECA LINDFORS is starred with Glenn Ford in the new Columbia picture, "The Flying Missile," at the Theatre. It's a story of America's most fabulous secret weapon.

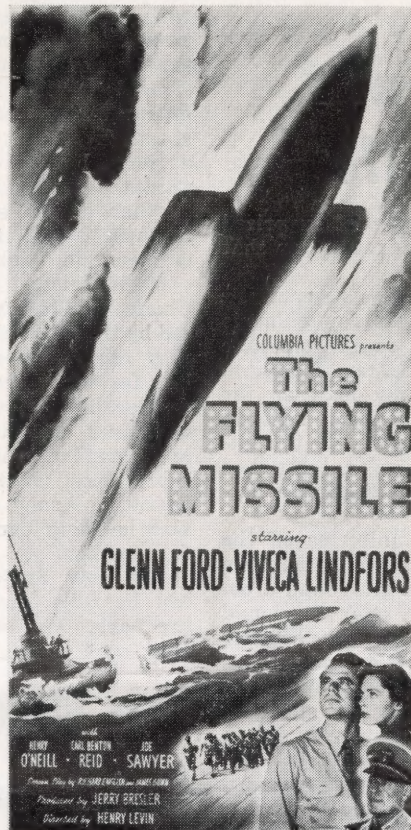
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THE BOMB THAT STALKS ITS PREY

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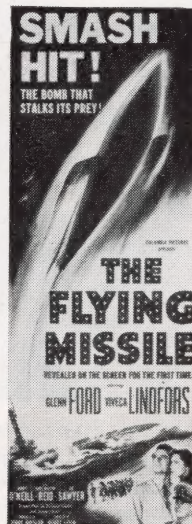
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